



## 10<sup>TH</sup> INTERNATIONAL HISTORIC CITIES CONGRESS

22. - 25.10.2024. HOTEL PRESIDENT SOLIN\*\*\*\*\*

### PROGRAMME

#### Tuesday 22.10.2024.

Arrival at hotel

19:00h-20:00h - Dinner

#### Wednesday 23.10.2024

08:00-08:45h – Registration

08:45h – 09:00h – Welcome speeches

09:00h- 14:00h – Lectures & panel discussion

09:00h-09:20h – Ksenija Keča, , senior lecturer, Head of International Relations Office, Libertas international university

Topic: Future Challenges of Quality internships in Sustainable Tourism & Heritage Management ( results of the QUEST project)

09:20h – 09:40h- Željana Zovko, member, Committee for culture and education, European parliament

Topic: EU funding and policies in process of valorisation and protection of cultural heritage

09:40h-10:00h – Sandro Debono, senior lecturer in museum studies at the University of Malta

Topic: Museums as tool for sustainable community development.

10:00h- 10:20h – Iosif Hadjikyriakos, CMMI Senior Associate Scientist / director of Larnaka Archives - Phivos Stavrides, Cyprus

Topic: Larnaca, an ancient city in the 21st century. Costal Cultural Heritage, tourism and sustainability

10:20-10:30h - Q & A

10:30h-11:00H – Coffee break/B2B meetings

11:00h-11:20h – Panel discussion

Topic: Challenges in protection and presentation of cultural heritage to visitors – messages from Malta, Cyprus and Croatia

Moderator: *gdin.Željko Trezner, struč.spec.oec.,director, Centre for responsible tourism, Karlovac*

- **Ksenija Keča**, senior lecturer, Head of International Relations Office, Libertas international university
- **Željana Zovko**, zastupnica, member, Committee for culture and education, European parliament
- **Sandro Debono**, senior lecturer in museum studies at the University of Malta
- **Iosif Hadjikyriakos**, CMMI Senior Associate Scientist / director of Larnaka Archives - Phivos Stavrides, Cyprus

**11:30h – 12:30h – Online presentation of innovative tourist products with topic: „Product differentiation of a three-day package deal at a cultural site through market differentiation“**

Moderator: *doc. dr.sc.Goran Ćorluka, senior lecturer, University of Split, Department for Professional studies*

**11:30h-13:30h – Lunch break**

**13:00h-18:00h – Organized sightseeing of Solin (Archeological site Salona, Jadro river park, Gašpina watermill)**

**18:00-19:00h – Artistic workshop**

**20:00h-21:00h - Dinner**

**Thursday 24.10.2024.**

**09:00h- 11:30h – Lectures & Panel discussion**

**09:00h-09:20h – Marijana Žižić, Head of the administrative department for the economy, environmental protection and EU funds, City of Solin**

Topic: City of Solin – best practice example in using EU funds for projects related to valorization and protection of cultural heritage

**09:20h- 09:40h – Tatiana Bissolati, Cultural Travel Designer / Licensed Tour Manager, Stippelli Viaggi Srl, Milan, Italy**

Topic: The power of narration: how a well-crafted storytelling can make all the difference in Cultural Tourism

**09:40h- 10:00h - Antonio Barone, director, The Phoenicians' Route - Cultural Route of the Council of Europe**

Topic: Cultural routes, a model for the enhancement of widespread heritage

**10:00h-10:20h – Senka Vlahović, heritage interpreter, tourist agency owner, TA Boho Travel Art**

Topic: Storytelling, gamification and interpretation in the creation of experience products with the purpose of protecting and promoting the cultural and historical heritage of Omiš

**10:20h-10:30h – Q & A**

**10:30h-11:00h – Coffee break/B2B sastanci**

**11:00h – 11:45h - Panel discussion**

**Topic: How to meet tourist needs for individualization, interaction and authentic experience with cultural tourism products?**

Moderator: *doc. dr.sc.Goran Ćorluka, senior lecturer, University of Split, Department for Professional studies*

- **Tatiana Bissolati**, Cultural Travel Designer / Licensed Tour Manager, Stippelli Viaggi Srl, Milano, Italy
- **Senka Vlahović**, heritage interpreter, tourist agency owner, TA Boho Travel Art

- **Antonio Barone**, director, *The Phoenicians' Route - Cultural Route of the Council of Europe*

**12:00h- 13:00h – Lunch break**

**13:00h – 16:00h - Organized sightseeing city of Split (Diocletian palace/Archaeological museum in Split)**

**16:00h-19:00h – Free time/ Archaeological workshop**

**19:00h-20:00h – Awards ceremony**

**20:00h-21:30h – Gala dinner**

**Friday 25.10.2024.**

**08:00h-12:00h – Departures**